PREFACE

My continued intensive interaction, as a Social Researcher, with academic-communicators, journalists, political scientists, politicians, philosophers, intelligentsia, common man in rural areas, for about a decade, led me to focus on preparing this thesis on communicators' main thrust in their approach. I set before myself an objective that the thrust should be people-oriented instead of personality-oriented. "People" should be the centre. Serving public interest should be the only goal. The present thesis is the outcome of the experiences I had during the period of about ten years.

I most heartily acknowledge with all feelings, my gratitude to Dr. Pravin Sheth for providing inspiration and guidance at every stage. Besides him, I thank all ideological contributors like media personnel, critics, political scientists, politicians, respondents of my study, etc. who all offered their willing operational and functional co-operation.

I will be failing in my duties if I do not acknowledge my love and regards for inspiration and guidance given by Shri M.S. Trivedi and also of Development and Educational Communications Unit for providing me congenial atmosphere to grow academically.

Political Communication is a subject dealing with various aspects and interest of people. However, if this thesis can induce communicators to be more people-oriented to make more dedicated efforts in this regard, I will be happy that my thesis has realised my objective. I fondly hope that in the near future the approach advanced here will be the main objective of mass media.

- Bela Trivedi